

# ALMA---The Newest Link in My Chain of Money Saving Men's Wear Stores



**OPEN FOR  
BUSINESS  
NEXT TUES.  
NOV. 20**

**ALMA  
BRANCH STORE  
317 State St.  
New  
Merchant's Bldg.**

## "To the People of Alma---Greeting

When the doors of my newest store are flung open for business next Tuesday morning

A GREAT MONEY-SAVING OPPORTUNITY will have been brought to the very doors of the people of Alma and vicinity.

In round numbers, \$20,000 Worth of Finest Quality Men's and Boys' Suits, Overcoats, Raincoats, Hats, Caps, Felt and Blanket-Lined Coats, Mackinaws, Dress and Work Trousers, Shirts of all kinds, Underwear, Hosiery, Neckwear, etc., Trunks, Suit Cases and Bags will be offered at prices that establish a new record for economy.

Be among the first to Realize a Big Saving thru this

### NEW SELLING SYSTEM.

Bright, New, Clean Merchandise, bought in tremendous quantities to supply My Immense Mail Order Trade and 5 Great Retail Stores.

### QUANTITY BUYING KEEPS THE PRICE DOWN—

this in conjunction with the fact that I shall Sell Direct From Factory To You, thereby saving you the Middlemen's Profits, is a combination that makes for Better Merchandise At Lower Prices.

My Goods and My Business Methods are by no means new to the people of this community; hundreds have dealt with me for years thru mail order, and if there is one dissatisfied customer he has so far failed to bespeak himself.

### I HAVE COME TO STAY.

All my stores are established with but one idea, and that is Permanence and Growth; they are designed, thru Honest Dealing and Generous Value-Giving, to become tangible assets to their respective communities. The personnel of my Alma store has been carefully selected; every patron is assured prompt, courteous and efficient service. My salesmen are instructed to go to any lengths to please a customer.

### I AM THE MANUFACTURER AND WHOLE-SALER—DIRECT TO THE CUSTOMER.

I am able, thru Buying Power, to lay before you VALUES heretofore unheard of. My Regular Retail Prices Are Cost-To-Produce Plus ONE SMALL PROFIT.

### MY PERSONAL GUARANTEE

is behind every article sold over my counters. Should any fail to give you satisfactory service, it is my earnest wish that the same be exchanged for new, or

MONEY BACK WITHOUT QUESTION."

Truly yours,

*Francis O. Lindquist*

### A Brief History of the Growth of My Business

Ten short years of fair and honest dealing with my customers has caused my business to grow from a small bazaar store in Greenville until it stands today, by virtue of its vast and far-reaching mail order business, a national institution.

Because of the demand on the part of my friends for the same values I offered my mail order customers I was virtually compelled to open a men's wear retail store in my home city. This successful venture has been augmented by others, until today THE MAN FROM MICHIGAN STORES are five in number, located in Grand Rapids, Lansing, Muskegon, Greenville and Alma.

The immense building pictured below is my headquarters in Grand Rapids. In its spacious stock rooms are carried continuously \$400,000 worth of finest merchandise, which as a reserve stock serves to a degree as protection against constantly increasing costs.

#### FLANNEL WORK SHIRTS

\$1.50 value heavy Mixed Flannel Shirts, Oxford gray color, all sizes. **95c**

#### MEN'S UNDERWEAR

\$2.50 Value SHIRTS or DRAWERS, wool rib, natural gray color, oversewn seams, nicely trimmed and faced, per garment **\$1.39**

#### MEN'S HATS

\$3.00 Value Men's Felt Hats, all the new models and colors for Men and Young Men. Special **\$1.85**

#### SHIRTS

85c Value DRESS and WORK SHIRTS, good quality Percale, variety of plain and fancy stripes, choice. **59c**

#### MEN'S SWEATERS

\$1.50 Value Men's Work Sweaters, heavy yarn, close knit, coat style, Oxford gray color **95c**

#### MACKINAW

\$8.00 Value Men's Mackinaws, newest belt models, fine grade Mackinaw cloth **\$5.95**

#### ONE-PIECE MORTOR SUITS

\$2.50 Value Men's Motor Suits, heavy twill khaki, cut full and roomy. Big Special **\$1.95**

#### SHEEP-LINED VESTS

\$5.00 Value Men's Sheep-Lined Vest, thick set Corduroy outside, lined with best quality bleached sheep pelt. Special **\$3.95**

#### MEN'S UNION SUITS

\$2.00 Value Men's Heavy Flat Fleece Union Suits, Special **\$1.19**

#### WORK GLOVES.

50c Value heavy Cowhide Gauntlet Gloves, extra big value, pair **39c**

#### KHAKI PANTS

\$1.75 Value Men's Khaki Work Pants, good quality heavy twill Khaki with belt and cuff finished bottom **\$1.25**

#### FLANNEL SHIRTS

\$2.00 Value Men's Buckskin Flannel Shirts, neat colored stripe patterns or gray grounds **\$1.39**

#### HOCKEY CAPS

75c Value Knit Hockey Caps, fine quality wool yarn, all plain and fancy colors **45c**

#### LAUNDERED SHIRTS

\$1.00 Value Men's Laundered Shirts, fine quality figured and striped Percale and Madras **69c**

#### MEN'S OVERALLS

\$1.25 Value full bib Overalls, blue denim, plain or striped **95c**

#### MEN'S WINTER CAPS

\$1.50 Men's Heavy Winter Caps, plain colors and fancy mixtures, Golf and Bell shape, fur-lined ear bands **95c**

#### OUTING FLANNEL PAJAMAS

\$1.75 Value Men's Flannel Pajamas, fine quality material, military collar, silk braid trim **\$1.19**

### Men's and Boys' Clothing

#### Men's Suits

\$14.00 Value SUITS, in stylish models, for Men and Young Men; fine quality wool mixed Cassimeres, Serge and Worsted **\$9.75**

\$15.00 Value SUITS for Men and Young Men, big assortment of models in Blue, Brown, Gray, Worsted and Fancy Mixture **\$10.95**

\$16.50 Value SUITS, in newest conservative styles, hand tailored from superior quality Blue Serge **\$11.95**

\$17.50 Value SUITS, Men's and Young Men's models, in plain and fancy mixtures, semi-English and conservative suit styles, carefully hand tailored with best linings and trimmings **\$12.50**

\$18.50 Value SUITS, Plain and Fancy Serge, Cassimeres and Worsted, in the latest New York styles—remarkable values at this low manufacturer's price **\$13.75**

#### Men's Overcoats

\$15.00 Value OVERCOATS of fine grade Oxford Gray Kersey, convertible collar, ulster model, Special **\$9.75**

\$17.50 Value OVERCOATS, in regular Chesterfield and semi-form-fitting models for Men and Young Men—fine quality plain and fancy overcoatings **\$12.50**

\$18.00 Value OVERCOATS, Oxford Gray Kersey Chesterfields, Trench Models, in plain and fancy mixtures, button thru and fly front overcoats in big variety, Special **\$13.95**

\$20.00 Value OVERCOATS, fine quality black Kersey, regular and semi-form fit Chesterfield Models. The manufacturer's price is **\$15.00**

\$25.00 Value OVERCOATS, in finest Kersey, Vienna and novelty weaves (Overcoatings, regular form-fitting and storm-coat models, Special belted coats for younger men. Rare bargains at **\$16.39**

Fur and Fur-Lined Overcoats from **\$21.75-\$41.95**

### AT PRICES THAT MEAN A BIG SAVING

#### Boys' Suits

\$4.50 Value BOYS' SUITS of tough weave mixed Cassimeres, neat dark Oxford gray stripe pattern, Pinch back style, Suit **\$2.95**

\$5.00 Value BOYS' SUIT, regular Norfolk Model, Oxford Gray Cassimeres, neat hair-line stripe pattern, full cut knickers **\$3.95**

\$5.50 Value BOYS' SUITS, in Blue, Brown and Gray novelty mixtures, fine Cassimeres and Worsted, Norfolk and Military models **\$3.95**

\$6.00 Value BOYS' SPITS of extra quality close set Corduroy, button on belt, patch pockets, tuck back **\$4.95**

\$6.50 BOYS' SUITS, new winter patterns in fancy Cassimeres and Worsted; newest military models **\$5.95**

\$7.00 Value BOYS' SUITS, Serge, Cassimeres, Worsted and novelty—made in the newest styles, all plain and fancy colors **\$6.95**

\$8.50 Value Boys' Mackinaws **\$3.95**

### No! Sir! This Is Not A Special Sale--

But my Regular Every-day Bargain Values made possible by my system of selling direct to the consumer at Mail Order Prices.

I have manufactured my own clothing for years—furnishings, etc., are purchased in enormous quantities direct from the largest operators in the country.

The profits charged by wholesalers, jobbers and sales agents do not enter into any transaction in THE MAN FROM MICHIGAN STORES.

#### SPECIALS

\$1.35 Value Flannel Night Work Shirts **79c**  
\$1.35 Value Flannellette Shirts **73c**  
55c Value Heavy Fleece Shirts or Drawers **60c**  
50c Value Neckwear **39c**

#### MEN'S HATS

\$2.50 Value Men's Hats, best quality, latest New York models for Men and Young Men, Special **\$2.45**

#### MEN'S GLOVES AND GAUNTLETS

\$1.75 Value Men's Gloves and Gauntlets, genuine horse hide and pigskin, superior in quality. Choice **\$1.19**

#### MEN'S OVERCOATS

\$6.50 Value Raincoats, dark Oxford gray, double fabric, taped and cemented seams, convertible collar **\$4.45**

#### WORK PANTS

\$2.00 Value Heavy Cotton Worsted Work Pants, Oxford gray stripe and herringbone weaves **\$1.50**

#### MEN'S ALL WOOL UNION SUITS

\$5.00 Value Dr. Wright's finest all wool Union Suits, Michigan weight. Big value **\$3.69**

#### MEN'S SWEATERS

\$6.50 Value Sweaters, big assortment of plain and fancy weaves and various weights. Finest wool yarns, Choice **\$4.95**

#### HEAVY WOOL SOX

75c Value Heavy Wool Work Sox, gray color, close knit. Special **39c**

#### BOYS' HEAVY SWEATER

\$3.00 Value Boys' Sweater, heavy rope stitch knit, large shawl collar, Oxford gray **\$1.79**



FRANCIS O. LINDQUIST CO.

### THE MAN FROM MICHIGAN MAIL ORDER HOUSE

MAIN RETAIL STORE GENERAL OFFICES WARE ROOMS  
Entire Floor Space 114,000 sq. ft. Ware Rooms Occupy 75,000 sq. ft.  
The Largest Exclusive Men's and Boys' Wear Mail Order House in America. Opposite Union Station Grand Rapids, Mich. Pay Me a Visit When in the City.



NEW MERCHANT'S BUILDING

**Stores in Grand Rapids, Lansing, Muskegon, Alma and Greenville**